

PRESS RELEASE

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MUSEUM TO ADD PARKING DECK IN TIME FOR 75TH ANNIVERSARY

The decision to build a double-deck parking facility in time for the 75th anniversary of The Cleveland Museum of Art has been made by the Museum's trustees. The facility will add 191 spaces to parking now available to Museum visitors, nearly doubling existing public parking. Construction will begin as soon as possible, to complete the facility before the celebrations for the Museum's anniversary begin in June, 1991.

Increased attendance over the last few years made the decision necessary. Between 1947 and 1983, Museum attendance averaged about 460,000 visitors annually; then, because of efforts to extend the Museum's reach to a broader audience, between 1986 and 1989, attendance averaged 612,000; even larger crowds are anticipated for the Museum's important anniversary exhibitions. Recognizing that the Museum's parking space has frequently been taxed to the limit, and encouraged by a planning study commissioned by University Circle Incorporated which cites the imperative need for more parking in the area, the Museum sought \$1,900,000 from the State of Ohio and their capital improvement budget. Using the \$400,000 actually granted by that source as a beginning point, Museum trustees determined to scale down plans for the parking facility and to finance the remainder internally, borrowing from endowment principal and repaying principal and interest from a new program of parking charges on all public spaces. Parking charges will also cover the costs of managing and maintaining the parking facilities, and the remaining revenues will contribute to the operating expenses of the Museum.

Charges for the Museum parking are expected to be based on charges at all University Circle lots: 75 cents per half hour. These charges go into effect the day after Labor Day, Tuesday, September 4, 1990.

Part of the original concept of the 1970 wing, popularly called the "Breuer building," the parking facility will be located over the present lower parking lot; the plan for a proposed deck is suggested by the presence of a flight of unused stairs that Marcel Breuer's design called for and was in fact constructed. That flight of stairs will at last be put into use, linking the two parking decks with the terrace and door at the North Entrance to the Museum. The architect for the new facility is van Dijk, Johnson, and Partners.

The Planning Committee of the Museum's Board of Trustees has seriously considered alternative and new sources of income for general operations, for the Museum's income cannot keep pace with mounting costs of routine daily operations, its extensive education activities, or the various free programs offered to the public. "The board has faced this reality with imaginative and thoughtful deliberations," says director Evan H. Turner, "and I believe that the decision to undertake the parking facility, to pay for it out of parking fees, and to secure a new source of income for the Museum's operations is a wise one. It reflects our present commitment to maintaining free admission to the Museum itself."

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